

EXHIBIT 8

Measurement Protocol Parameter Reference

This document lists all of the parameters for the Measurement Protocol.

General

Protocol Version (#v)

Required for all hit types.

The Protocol version. The current value is '1'. This will only change when there are changes made that are not backwards compatible.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
v	text	None	None	all

Example value: 1

Example usage: v=1

Tracking ID/ Web Property ID (#tid)

Required for all hit types.

The tracking ID / web property ID. The format is UA-XXXX-Y. All collected data is associated by this ID.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
tid	text	None	None	all

Example value: UA-XXXX-Y

Example usage: tid=UA-XXXX-Y

Mask IP (#aip)

Optional.

When present, the IP address of the sender will be masked. For example, the IP will be masked if any of the following parameters are present in the payload: &aip=, &aip=0, or &aip=1

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
aip	boolean	None	None	all

Example value: 1

Example usage: aip=1

Disabling Advertising Personalization (#npa)

Optional.

Use this parameter to mark an event as disabled for advertising personalization, including for events from a property with a setting that otherwise permits ads personalization. For example, if a transaction is marked to disable advertising personalization, it won't be used when populating a remarketing audience for "past purchasers".

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
npa	boolean	None	None	all

Data Source (#ds)

Optional.

Indicates the data source of the hit. Hits sent from analytics.js will have data source set to 'web'; hits sent from one of the mobile SDKs will have data source set to 'app'.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ds	text	None	None	all

Example value: web

Example usage: ds=web

Example value: app

Example usage: ds=app

Example value: call_center

Example usage: ds=call%20center

Example value: crm

Example usage: ds=crm

Queue Time (#qt)

Optional.

Used to collect offline / latent hits. The value represents the time delta (in milliseconds) between when the hit being reported occurred and the time the hit was sent. The value must be greater than or equal to 0. Values greater than four hours may lead to hits not being processed.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
qt	integer	None	None	all

Example value: 560

Example usage: qt=560

Cache Buster (#z)

Optional.

Used to send a random number in GET requests to ensure browsers and proxies don't cache hits. It should be sent as the final parameter of the request since we've seen some 3rd party internet filtering software add additional parameters to HTTP requests incorrectly. This value is not used in reporting.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
z	text	None	None	all

Example value: 289372387623

Example usage: z=289372387623

User

Client ID (#cid)

Optional.

This field is required if User ID (uid) is not specified in the request. This pseudonymously identifies a particular user, device, or browser instance. For the web, this is generally stored as a first-party cookie with a two-year expiration. For mobile apps, this is randomly generated for each particular instance of an application install. The value of this field should be a random UUID (version 4) as described in <http://www.ietf.org/rfc/rfc4122.txt>.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
cid	text	None	None	all

Example value: 35009a79-1a05-49d7-b876-2b884d0f825b

Example usage: cid=35009a79-1a05-49d7-b876-2b884d0f825b

User ID (#uid)

Optional.

This field is required if Client ID (cid) is not specified in the request. This is intended to be a known identifier for a user provided by the site owner/library user. It must not itself be PII (personally identifiable information). The value should never be persisted in Google Analytics cookies or other Analytics provided storage.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
uid	text	None	None	all

Example value: as8ekn111

Example usage: uid=as8ekn111

Session

Session Control (#sc)

Optional.

Used to control the session duration. A value of 'start' forces a new session to start with this hit and 'end' forces the current session to end with this hit. All other values are ignored.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
sc	text	None	None	all

Example value: start

Example usage: sc=start

Example value: end

Example usage: sc=end

IP Override (#uip)

Optional.

The IP address of the user. This should be a valid IP address in IPv4 or IPv6 format. It will always be anonymized just as though &aip (anonymize IP) had been used.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
uip	text	None	None	all

Example value: 1.2.3.4

Example usage: uip=1.2.3.4

User Agent Override (#ua)

Optional.

The User Agent of the browser. Note that Google has libraries to identify real user agents. Hand crafting your own agent could break at any time.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ua	text	None	None	all

Geographical Override (#geoid)

Optional.

The geographical location of the user. The geographical ID should be a two letter country code or a criteria ID representing a city or region (see <http://developers.google.com/analytics/devguides/collection/protocol/v1/geo>). This parameter takes precedent over any location derived from IP address, including the IP Override parameter. An invalid code will result in geographical dimensions to be set to '(not set)'.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
geoid	text	None	None	all

Example value: US

Example usage: geoid=US

Example value: 21137

Example usage: geoid=21137

Traffic Sources

Document Referrer (#dr)

Optional.

Specifies which referral source brought traffic to a website. This value is also used to compute the traffic source. The format of this value is a URL.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
dr	text	None	2048 Bytes	all

Example value: http://example.com

Example usage: dr=http%3A%2F%2Fexample.com

Campaign Name (#cn)

Optional.

Specifies the campaign name.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
cn	text	None	100 Bytes	all

Example value: (direct)

Example usage: cn=%28direct%29

Campaign Source (#cs)

Optional.

Specifies the campaign source.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
cs	text	None	100 Bytes	all

Example value: (direct)

Example usage: cs=%28direct%29

Optional.

Specifies the campaign medium.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
cm	text	None	50 Bytes	all

Example value: organic

Example usage: cm=organic

Optional.

Specifies the campaign keyword.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ck	text	None	500 Bytes	all

Example value: Blue Shoes

Example usage: ck=Blue%20Shoes

Optional.

Specifies the campaign content.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
cc	text	None	500 Bytes	all

Example value: content

Example usage: cc=content

Optional.

Specifies the campaign ID.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ci	text	None	100 Bytes	all

Example value: ID

Example usage: ci=ID

Optional.

Specifies the Google Ad Id.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
gclid	text	None	None	all

Google Display Ads ID (#dclid)

Optional.

Specifies the Google Display Ads Id.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
dclid	text	None	None	all

Example value: d_click_id

Example usage: dclid=d_click_id

System Info

Screen Resolution (#sr)

Optional.

Specifies the screen resolution.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
sr	text	None	20 Bytes	all

Example value: 800x600

Example usage: sr=800x600

Viewport size (#vp)

Optional.

Specifies the viewable area of the browser / device.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
vp	text	None	20 Bytes	all

Example value: 123x456

Example usage: vp=123x456

Document Encoding (#de)

Optional.

Specifies the character set used to encode the page / document.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
de	text	UTF-8	20 Bytes	all

Example value: UTF-8

Example usage: de=UTF-8

Screen Colors (#sd)

Optional.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
sd	text	None	20 Bytes	all

Example value: 24-bits
 Example usage: sd=24-bits

User Language (#ul)

Optional.

Specifies the language.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ul	text	None	20 Bytes	all

Example value: en-us
 Example usage: ul=en-us

Java Enabled (#je)

Optional.

Specifies whether Java was enabled.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
je	boolean	None	None	all

Example value: 1
 Example usage: je=1

Flash Version (#fl)

Optional.

Specifies the flash version.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
fl	text	None	20 Bytes	all

Example value: 10_1_r103
 Example usage: fl=10%201%20r103

HitHit type (#)**Required for all hit types.**

The type of hit. Must be one of 'pageview', 'screenview', 'event', 'transaction', 'item', 'social', 'exception', 'timing'.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
t	text	None	None	all

Example value: pageview
 Example usage: t=pageview

Non-Interaction Hit (#ni)

Optional.

Specifies that a hit be considered non-interactive.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ni	boolean	None	None	all

Example value: 1

Example usage: ni=1

Content InformationDocument location URL (#dl)

Optional.

Use this parameter to send the full URL (document location) of the page on which content resides. You can use the &dh and &dp parameters to override the hostname and path + query portions of the document location, accordingly. The JavaScript clients determine this parameter using the concatenation of the document.location.origin + document.location.pathname + document.location.search browser parameters. Be sure to remove any user authentication or other private information from the URL if present. For 'pageview' hits, either &dl or both &dh and &dp have to be specified for the hit to be valid.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
dl	text	None	2048 Bytes	all

Example value: http://foo.com/home?a=b

Example usage: dl=http%3A%2F%2Ffoo.com%2Fhome%3Fa%3Db

Document Host Name (#dh)

Optional.

Specifies the hostname from which content was hosted.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
dh	text	None	100 Bytes	all

Example value: foo.com

Example usage: dh=foo.com

Document Path (#dp)

Optional.

The path portion of the page URL. Should begin with '/'. For 'pageview' hits, either &dl or both &dh and &dp have to be specified for the hit to be valid.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
dp	text	None	2048 Bytes	all

Example value: /foo

Example usage: dp=%2Ffoo

Document Title (#dt)

Optional.

The title of the page / document.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
dt	text	None	1500 Bytes	all

Example value: Settings
 Example usage: dt=Settings

Screen Name (#cd)

Required for screenview hit type.

This parameter is optional on web properties, and required on mobile properties for screenview hits, where it is used for the 'Screen Name' of the screenview hit. On web properties this will default to the unique URL of the page by either using the &dl parameter as-is or assembling it from &dh and &dp.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
cd	text	None	2048 Bytes	screenview

Example value: High Scores
 Example usage: cd=High%20Scores

Content Group (#cg_)

Optional.

You can have up to 5 content groupings, each of which has an associated index between 1 and 5, inclusive. Each content grouping can have up to 100 content groups. The value of a content group is hierarchical text delimited by '/'. All leading and trailing slashes will be removed and any repeated slashes will be reduced to a single slash. For example, '/a//b/' will be converted to 'a/b'.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
cg<groupIndex>	text	None	100 Bytes	all

Example value: news/sports
 Example usage: cg1=news%2Fsports

Link ID (#linkid)

Optional.

The ID of a clicked DOM element, used to disambiguate multiple links to the same URL in In-Page Analytics reports when Enhanced Link Attribution is enabled for the property.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
linkid	text	None	None	all

Example value: nav_bar
 Example usage: linkid=nav_bar

Apps

Application Name (#an)

Optional.

Specifies the application name. This field is required for any hit that has app related data (i.e., app version, app ID, or app installer ID). For hits sent to web properties, this field is optional.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
an	text	None	100 Bytes	all

Application ID (#aid)

Optional.

Application identifier.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
aid	text	None	150 Bytes	all

Example value: com.company.app

Example usage: aid=com.company.app

Application Version (#av)

Optional.

Specifies the application version.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
av	text	None	100 Bytes	all

Example value: 1.2

Example usage: av=1.2

Application Installer ID (#aiid)

Optional.

Application installer identifier.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
aiid	text	None	150 Bytes	all

Example value: com.platform.vending

Example usage: aiid=com.platform.vending

Events

Event Category (#ec)

Required for event hit type.

Specifies the event category. Must not be empty.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ec	text	None	150 Bytes	event

Example value: Category

Example usage: ec=Category

Event Action (#ea)

Required for event hit type.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ea	text	None	500 Bytes	event

Example value: Action
 Example usage: ea=Action

Event Label (#el)

Optional.

Specifies the event label.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
el	text	None	500 Bytes	event

Example value: Label1
 Example usage: el=Label1

Event Value (#ev)

Optional.

Specifies the event value. Values must be non-negative.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ev	integer	None	None	event

Example value: 55
 Example usage: ev=55

E-Commerce

Transaction ID (#ti)**Required for transaction hit type.****Required for item hit type.**

A unique identifier for the transaction. This value should be the same for both the Transaction hit and Items hits associated to the particular transaction.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ti	text	None	500 Bytes	transaction, item

Example value: 0D564
 Example usage: ti=0D564

Transaction Affiliation (#ta)

Optional.

Specifies the affiliation or store name.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ta	text	None	500 Bytes	transaction

Transaction Revenue (#tr)

Optional.

Specifies the total revenue associated with the transaction. This value should include any shipping or tax costs.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
tr	currency	0	None	transaction

Example value: 15.47

Example usage: tr=15.47

Transaction Shipping (#ts)

Optional.

Specifies the total shipping cost of the transaction.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ts	currency	0	None	transaction

Example value: 3.50

Example usage: ts=3.50

Transaction Tax (#tt)

Optional.

Specifies the total tax of the transaction.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
tt	currency	0	None	transaction

Example value: 11.20

Example usage: tt=11.20

Item Name (#in)

Required for item hit type.

Specifies the item name.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
in	text	None	500 Bytes	item

Example value: Shoe

Example usage: in=Shoe

Item Price (#ip)

Optional.

Specifies the price for a single item / unit.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ip	currency	0	None	transaction

Example value: 3.50
 Example usage: ip=3.50

[Item Quantity \(#iq\)](#)

Optional.

Specifies the number of items purchased.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
iq	integer	0	None	item

Example value: 4
 Example usage: iq=4

[Item Code \(#ic\)](#)

Optional.

Specifies the SKU or item code.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ic	text	None	500 Bytes	item

Example value: SKU47
 Example usage: ic=SKU47

[Item Category \(#iv\)](#)

Optional.

Specifies the category that the item belongs to.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
iv	text	None	500 Bytes	item

Example value: Blue
 Example usage: iv=Blue

Enhanced E-Commerce

[Product SKU \(#pr_id\)](#)

Optional.

The SKU of the product. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pr<productIndex>id	text	None	500 Bytes	all

Example value: P12345
 Example usage: pr1id=P12345

[Product Name \(#pr_nm\)](#)

Optional.

The name of the product. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pr<productIndex>nm	text	None	500 Bytes	all

Example value: Android T-Shirt

Example usage: pr1nm=Android%20T-Shirt

Product Brand (#pr_br)

Optional.

The brand associated with the product. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pr<productIndex>br	text	None	500 Bytes	all

Example value: Google

Example usage: pr1br=Google

Product Category (#pr_ca)

Optional.

The category to which the product belongs. Product index must be a positive integer between 1 and 200, inclusive. The product category parameter can be hierarchical. Use / as a delimiter to specify up to 5-levels of hierarchy. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pr<productIndex>ca	text	None	500 Bytes	all

Example value: Apparel

Example usage: pr1ca=Apparel

Example value: Apparel/Mens/T-Shirts

Example usage: pr1ca=Apparel%2FMens%2FT-Shirts

Product Variant (#pr_va)

Optional.

The variant of the product. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pr<productIndex>va	text	None	500 Bytes	all

Example value: Black

Example usage: pr1va=Black

Product Price (#pr_pr)

Optional.

The unit price of a product. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pr<productIndex>pr	currency	None	None	all

Product Quantity (#pr_qty)

Optional.

The quantity of a product. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pr<productIndex>qt	integer	None	None	all

Example value: 2

Example usage: pr1qt=2

Product Coupon Code (#pr_cc)

Optional.

The coupon code associated with a product. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pr<productIndex>cc	text	None	500 Bytes	all

Example value: SUMMER_SALE13

Example usage: pr1cc=SUMMER_SALE13

Product Position (#pr_ps)

Optional.

The product's position in a list or collection. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pr<productIndex>ps	integer	None	None	all

Example value: 2

Example usage: pr1ps=2

Product Custom Dimension (#pr_cd_)

Optional.

A product-level custom dimension where dimension index is a positive integer between 1 and 200, inclusive. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pr<productIndex>cd<dimensionIndex>	text	None	150 Bytes	all

Example value: Member

Example usage: pr1cd2=Member

Product Custom Metric (#pr_cm_)

Optional.

A product-level custom metric where metric index is a positive integer between 1 and 200, inclusive. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pr<productIndex>cm<metricIndex>	text	None	150 Bytes	all

Example value: 28

Example usage: pr1cm2=28

Product Action (#pa)

Optional.

The role of the products included in a hit. If a product action is not specified, all product definitions included with the hit will be ignored. Must be one of: detail, click, add, remove, checkout, checkout_option, purchase, refund. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pa	text	None	None	all

Example value: detail

Example usage: pa=detail

Transaction ID (#ti)

Optional.

The transaction ID. This is an additional parameter that can be sent when Product Action is set to 'purchase' or 'refund'. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ti	text	None	None	all

Example value: T1234

Example usage: ti=T1234

Affiliation (#ta)

Optional.

The store or affiliation from which this transaction occurred. This is an additional parameter that can be sent when Product Action is set to 'purchase' or 'refund'. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ta	text	None	None	all

Example value: Google Store

Example usage: ta=Google%20Store

Revenue (#tr)

Optional.

The total value of the transaction, including tax and shipping. If not sent, this value will be automatically calculated using the product quantity and price fields of all products in the same hit. This is an additional parameter that can be sent when Product Action is set to 'purchase' or 'refund'. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
tr	currency	None	None	all

Example value: 123.21

Example usage: tr=123.21

Tax (#tt)

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Optional.

The total tax associated with the transaction. This is an additional parameter that can be sent when Product Action is set to 'purchase' or 'refund'. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
tt	currency	None	None	all

Example value: 10.78

Example usage: tt=10.78

Shipping (#ts)

Optional.

The shipping cost associated with the transaction. This is an additional parameter that can be sent when Product Action is set to 'purchase' or 'refund'. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
ts	currency	None	None	all

Example value: 3.55

Example usage: ts=3.55

Coupon Code (#tcc)

Optional.

The transaction coupon redeemed with the transaction. This is an additional parameter that can be sent when Product Action is set to 'purchase' or 'refund'. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
tcc	text	None	None	all

Example value: SUMMER08

Example usage: tcc=SUMMER08

Product Action List (#pal)

Optional.

The list or collection from which a product action occurred. This is an additional parameter that can be sent when Product Action is set to 'detail' or 'click'. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pal	text	None	None	all

Example value: Search Results

Example usage: pal=Search%20Results

Checkout Step (#cos)

Optional.

The step number in a checkout funnel. This is an additional parameter that can be sent when Product Action is set to 'checkout'. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
cos	integer	None	None	all

Example value: 2

Example usage: cos=2

Optional.

Additional information about a checkout step. This is an additional parameter that can be sent when Product Action is set to 'checkout'. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
col	text	None	None	all

Example value: Visa

Example usage: col=Visa

Product Impression List Name (#il_nm)

Optional.

The list or collection to which a product belongs. Impression List index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
il<listIndex>nm	text	None	None	all

Example value: Search Results

Example usage: il1nm=Search%20Results

Product Impression SKU (#il_pi_id)

Optional.

The product ID or SKU. Impression List index must be a positive integer between 1 and 200, inclusive. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
il<listIndex>pi<productIndex>id	text	None	None	all

Example value: P67890

Example usage: il1pi2id=P67890

Product Impression Name (#il_pi_nm)

Optional.

The name of the product. Impression List index must be a positive integer between 1 and 200, inclusive. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
il<listIndex>pi<productIndex>nm	text	None	None	all

Example value: Android T-Shirt

Example usage: il1pi2nm=Android%20T-Shirt

Product Impression Brand (#il_pi_br)

Optional.

The brand associated with the product. Impression List index must be a positive integer between 1 and 200, inclusive. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
il<listIndex>pi<productIndex>br	text	None	None	all

Product Impression Category (#il_pi_ca)

Optional.

The category to which the product belongs. Impression List index must be a positive integer between 1 and 200, inclusive. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
il<listIndex>pi<productIndex>ca	text	None	None	all

Example value: Apparel

Example usage: il1pi2ca=Apparel

Product Impression Variant (#il_pi_va)

Optional.

The variant of the product. Impression List index must be a positive integer between 1 and 200, inclusive. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
il<listIndex>pi<productIndex>va	text	None	None	all

Example value: Black

Example usage: il1pi2va=Black

Product Impression Position (#il_pi_ps)

Optional.

The product's position in a list or collection. Impression List index must be a positive integer between 1 and 200, inclusive. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
il<listIndex>pi<productIndex>ps	integer	None	None	all

Example value: 2

Example usage: il1pi2ps=2

Product Impression Price (#il_pi_pr)

Optional.

The price of a product. Impression List index must be a positive integer between 1 and 200, inclusive. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
il<listIndex>pi<productIndex>pr	currency	None	None	all

Example value: 29.20

Example usage: il1pi2pr=29.20

Product Impression Custom Dimension (#il_pi_cd_)

Optional.

A product-level custom dimension where dimension index is a positive integer between 1 and 200, inclusive. Impression List index must be a positive integer between 1 and 200, inclusive. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
il<listIndex>pi<productIndex>cd<dimensionIndex>	text	None	None	all

Example value: Member
 Example usage: il1pi2cd3=Member

Product Impression Custom Metric (#il_pi_cm_)

Optional.

A product-level custom metric where metric index is a positive integer between 1 and 200, inclusive. Impression List index must be a positive integer between 1 and 200, inclusive. Product index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
il<listIndex>pi<productIndex>cm<metricIndex>	integer	None	None	all

Example value: 28
 Example usage: il1pi2cm3=28

Promotion ID (#promo_id)

Optional.

The promotion ID. Promotion index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
promo<promoIndex>id	text	None	None	all

Example value: SHIP
 Example usage: promo1id=SHIP

Promotion Name (#promo_nm)

Optional.

The name of the promotion. Promotion index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
promo<promoIndex>nm	text	None	None	all

Example value: Free Shipping
 Example usage: promo1nm=Free%20Shipping

Promotion Creative (#promo_cr)

Optional.

The creative associated with the promotion. Promotion index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
promo<promoIndex>cr	text	None	None	all

Example value: Shipping Banner
 Example usage: promo1cr=Shipping%20Banner

Promotion Position (#promo_ps)

Optional.

The position of the creative. Promotion index must be a positive integer between 1 and 200, inclusive. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
promo<promoIndex>ps	text	None	None	all

Example value: banner_slot_1

Example usage: promo1ps=banner_slot_1

Promotion Action (#promoa)

Optional.

Specifies the role of the promotions included in a hit. If a promotion action is not specified, the default promotion action, 'view', is assumed. To measure a user click on a promotion set this to 'promo_click'. For analytics.js the Enhanced Ecommerce plugin must be installed before using this field.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
promoa	text	None	None	all

Example value: click

Example usage: promoa=click

Currency Code (#cu)

Optional.

When present indicates the local currency for all transaction currency values. Value should be a valid ISO 4217 currency code.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
cu	text	None	10 Bytes	all

Example value: EUR

Example usage: cu=EUR

Social Interactions

Social Network (#sn)

Required for social hit type.

Specifies the social network, for example Facebook or Google Plus.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
sn	text	None	50 Bytes	social

Example value: facebook

Example usage: sn=facebook

Social Action (#sa)

Required for social hit type.

Specifies the social interaction action. For example on Google Plus when a user clicks the +1 button, the social action is 'plus'.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
sa	text	None	50 Bytes	social

Social Action Target (#st)

Required for social hit type.

Specifies the target of a social interaction. This value is typically a URL but can be any text.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
st	text	None	2048 Bytes	social

Example value: <http://foo.com>

Example usage: st=http%3A%2F%2Ffoo.com

Timing

User timing category (#utc)

Required for timing hit type.

Specifies the user timing category.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
utc	text	None	150 Bytes	timing

Example value: category

Example usage: utc=category

User timing variable name (#utv)

Required for timing hit type.

Specifies the user timing variable.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
utv	text	None	500 Bytes	timing

Example value: lookup

Example usage: utv=lookup

User timing time (#utt)

Required for timing hit type.

Specifies the user timing value. The value is in milliseconds.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
utt	integer	None	None	timing

Example value: 123

Example usage: utt=123

User timing label (#utl)

Optional.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
utl	text	None	500 Bytes	timing

Example value: label

Example usage: utl=label

Page Load Time (#plt)

Optional.

Specifies the time it took for a page to load. The value is in milliseconds.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
plt	integer	None	None	timing

Example value: 3554

Example usage: plt=3554

DNS Time (#dns)

Optional.

Specifies the time it took to do a DNS lookup. The value is in milliseconds.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
dns	integer	None	None	timing

Example value: 43

Example usage: dns=43

Page Download Time (#pdt)

Optional.

Specifies the time it took for the page to be downloaded. The value is in milliseconds.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
pdt	integer	None	None	timing

Example value: 500

Example usage: pdt=500

Redirect Response Time (#rrt)

Optional.

Specifies the time it took for any redirects to happen. The value is in milliseconds.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
rrt	integer	None	None	timing

Example value: 500

Example usage: rrt=500

TCP Connect Time (#tcp)

Optional.

Specifies the time it took for a TCP connection to be made. The value is in milliseconds.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
tcp	integer	None	None	timing

Example value: 500

Example usage: tcp=500

Server Response Time (#srt)

Optional.

Specifies the time it took for the server to respond after the connect time. The value is in milliseconds.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
srt	integer	None	None	timing

Example value: 500

Example usage: srt=500

DOM Interactive Time (#dit)

Optional.

Specifies the time it took for Document.readyState to be 'interactive'. The value is in milliseconds.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
dit	integer	None	None	timing

Example value: 500

Example usage: dit=500

Content Load Time (#clt)

Optional.

Specifies the time it took for the DOMContentLoaded Event to fire. The value is in milliseconds.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
clt	integer	None	None	timing

Example value: 500

Example usage: clt=500

Exceptions

Exception Description (#exd)

Optional.

Specifies the description of an exception.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
exd	text	None	150 Bytes	exception

Is Exception Fatal? (#exf)

Optional.

Specifies whether the exception was fatal.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
exf	boolean	1	None	exception

Example value: 0

Example usage: exf=0

Custom Dimensions / Metrics

Custom Dimension (#cd_)

Optional.

Each custom dimension has an associated index. There is a maximum of 20 custom dimensions (200 for Analytics 360 accounts). The dimension index must be a positive integer between 1 and 200, inclusive.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
cd<dimensionIndex>	text	None	150 Bytes	all

Example value: Sports

Example usage: cd1=Sports

Custom Metric (#cm_)

Optional.

Each custom metric has an associated index. There is a maximum of 20 custom metrics (200 for Analytics 360 accounts). The metric index must be a positive integer between 1 and 200, inclusive.

Parameter	Value Type	Default Value	Max Length	Supported Hit Types
cm<metricIndex>	number	None	None	all

Example value: 47

Example usage: cm1=47